

Featured Content Specs

- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Java script is not supported in email.

Ad materials are due 3 full business days prior to the send date.

Section header

- **Section Header:** 30 characters, excluding spaces

Featured Content Section Name
Sponsored content from (advertiser name)

Featured Content includes section header in combination with one of the following formats:

Headline Unit

- **Headlines:** 30 50 characters, excluding spaces
- Click Through URL
- Section may include up to 5 headlines

Featured Content Section Name
Sponsored content from (advertiser name)

- This is a customizable section where ad copy is displayed to capture your target audience's attention.
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Summary Unit

- **Headline:** 30 50 characters, excluding spaces
- **Summary:** 300 characters, excluding spaces
- **Image:** 180x150, 50k max, GIF/JPEG/PNG
- Click Through URL
- Section may include up to 2 summaries

Featured Content Section Name
Sponsored content from (advertiser name)

Promote your company here

180 X 150

This is a customizable section where ad copy is displayed to capture your target audience's attention.

[Call to action here.](#)

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180 X 150

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[Call to action here.](#)

300 x 250 Unit

- **Headline:** 30 50 characters, excluding spaces
- **Summary:** 350 characters, excluding spaces
- **Image:** 300x250, 50k max, GIF/JPEG/PNG
- Click Through URL
- Section may include 1 version per issue

Featured Content Section Name
Sponsored content from (advertiser name)

300 X 250

Promote your company here

This is a customizable section where ad copy is displayed to capture your target audience's attention.

[Call to action here.](#)